Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended) A method of analyzing a plurality of content items by a processing apparatus for enabling viewing of the analyzed content by at least one user and providing a recommendation of the viewed content items preferred by the at least one user, the method performed by the processing apparatus comprising acts of:

determining a user preference profile for a user;

receiving a plurality of content items, each having a preference value and first and second characteristics;

~~setting a preference value for each received content item high if the content item correlates with the user preference profile; and~~

recommending to the user the content item that correlates with the user preference profile; and ~~having the preference value set high and if the preference value is not set high~~

when the content item does not correlate with the user preference profile, recommending the content item having at least one first characteristic with an associative correspondence to at least one second characteristic of at least one previously received content item ~~having~~ that correlates with the user preference profile ~~set high~~.

2. (Previously presented) The method as claimed in claim 1, wherein the content item is recommended to the user if only a single associative correspondence between the first characteristic and the second characteristic is determined.

3. (Previously presented) The method as claimed in claim 1, wherein only one associative correspondence is determined for the first characteristic and second characteristic.

4. (Previously presented) The method as claimed in claim 1, further comprising an act of determining a user preference for the content item recommended from the associative correspondence and updating the user preference profile in response to the user preference.

5. (Previously presented) The method as claimed in claim 1, wherein the first characteristic is a description of the content item and the second characteristic is a description of the at least one previously received content item.

6. (Previously presented) The method as claimed in claim 5, wherein the content item description is derived from a first textual description associated with the content item and the at least one previously received content item description is derived from a textual description associated with the at least one previously received content item.

7. (Previously presented) The method as claimed in claim 6, wherein the associative correspondence is determined in response to an identification of a correspondence between at least one word of the first textual description and at least one word of the second textual description.

8. (Previously presented) The method as claimed in claim 7, wherein the correspondence is determined in response to the at least one word of the first textual description having a similar meaning as the at least one word of the second textual description.

9. (Previously presented) The method as claimed in claim 7, wherein the correspondence is determined in response to the at least one word of the first textual description having an associative word correspondence to the at least one word of the second textual description, the associative word correspondence being determined from a database of word associations.

10. (Previously presented) The method as claimed in claim 7, wherein the associative correspondence is determined in response to word combinations of at least one of the first and second textual descriptions.

11. (Previously presented) The method as claimed in claim 1, wherein at least one of the first and second characteristics are determined from content analysis of the content items.

12. (Previously presented) The method as claimed in claim 11, wherein the content analysis comprises a video image analysis of the content items.

13. (Previously presented) The method as claimed in claim 11, wherein the content analysis comprises an audio analysis of the content items.

14. (Previously presented) The method as claimed in claim 1, wherein at least one of the first and second characteristic is determined from a content video object analysis of each of the plurality of the content items.

15. (Previously presented) The method as claimed in claim 1, wherein at least one of the first and second characteristics are determined from a content broadcast channel.

16. (Previously presented) The method as claimed in claim 1, wherein the act of determining the associative correspondence comprises determining a plurality of associative correspondences between a plurality of characteristics of the content item and a plurality of characteristics of the at least one previously received content item.

17. (Previously presented) The method as claimed in claim 1, wherein the associative correspondence is further determined in response to a previous associative correspondence between content items.

18. (Previously presented) The method as claimed in claim 1, wherein at least one of the first and second characteristics are selected from at least one of an actor, a character played by an actor, and a location.

19. (Currently amended) A computer readable storage medium comprising a computer program including a set of instructions executable by a processor to analyze a plurality of content items for viewing by a user, and to provide a recommendation of the content items preferred by the user, the computer program comprising:

a portion configured to determine a user preference profile for a user;

a portion configured to receive a plurality of content items, each having a preference value and first and second characteristics;

a portion configured to set a preference value for each received content item high if the content item correlates with the user preference profile; and

a portion configured to

recommend to a user the content item having the preference value set high, and if the preference value is not set highthat correlates with the user preference profile, and

when the content item does not correlate with the user preference profile, recommend the content item having at least one first characteristic with an associative correspondence to at least one second characteristic of at least one previously received content item that correlates with having the user preference profileset high.

20. (Currently amended) A processing apparatus for receiving and analyzing a plurality of content items and providing a recommendation of content items preferred by a user, the processing apparatus comprising:

a receiver for receiving a plurality of content items, each having a preference value and first and second characteristics;

a processor for determining a user preference profile for a user, and setting a preference value high if the content item correlates with the user preference profile; and

a display for

recommending to a user the content item that correlates with the user preference profile, andhaving the preference value set high, and if the preference value is not set high

when the content item does not correlate with the user preference profile, recommending the content item having at least one first characteristic with an associative correspondence to at least one second characteristic of at least one previously received content item that correlates with having the user preference profileset high.

21. (Previously presented) The processing apparatus as claimed in claim 20, wherein the processor, receiver, and display are included in a video recorder.